



**UNIVERSITY OF
BALTIMORE**

**Career and Internship
Center**



COVER LETTERS

COVER LETTERS

or “Letters of Application”

PURPOSE OF THE COVER LETTER

- To get an employer to read your resume
- To acquaint the employer with your unique skills and experience
- To stimulate an interest in you as a possible interviewee and to get you an interview
- To enhance your resume

COVER LETTER BASICS

- **Always** goes with a resume
- One-page document
- Usually three to four paragraphs
- Clear, concise, and specific to position
- Addressed to a specific person- name and title, Not “To Whom It May Concern.” You may need to call the human resources department of the company to get the name. If you cannot get the name, use “Dear Prospective Employer” or “Dear [Title of Person].”
- Error free
- Plan your letter before you write it. It is good to write a rough draft. Read your letter out loud. It should sound as if you were talking to the employer.
- Research the company -- know what they want; find out what their problems are or might be; tell them how you can fulfill their needs.
- Have your cover letter critiqued by The Career Center

INFORMATION TO INCLUDE IN A COVER LETTER

Cover letters convey three major points:

- 1) The job you are applying for, where you heard about the job, and your interest in the position.
 - If it is a job you heard about, state the source (e.g. newspaper, professor, online posting), the date of the advertisement, if applicable.
- 2) Your qualifications.
 - Emphasize the qualifications you possess that may have been specifically mentioned in the job lead or are necessary for the position to which you are applying (such as education, experience, and personal qualities). Highlight these qualifications by utilizing examples.
- 3.) Ways the employer can follow-up with you.
 - List your phone number (have a professional voicemail) and email in the final paragraph.

A FEW ADDITIONAL POINTS TO REMEMBER...

- Demonstrate your communication skills through the cover letter
- Always mention the name of your contact (a familiar name gets attention)
- Say something nice about the company you apply to and include your knowledge of the company and their practices
- Use appropriate industry terminology in your writing. You can learn this by researching the field and company you are considering
- Accent the positive
- Mention in the letter that you are enclosing your resume and refer them to its contents
- End by thanking them for their time and consideration of your application
- Sentences must be grammatically correct
- Bring your draft to The Career Center for a critique before sending
- Personally sign the cover letter (if sending in the mail)
- Keep copies of all correspondence and company information
- Make sure the quality and color of the paper match what you have used for your resume

FINAL COVER LETTER CHECKLIST

- Did you individualize your cover letter?
- Was it addressed to a particular person in the company? Did you spell the person's name and the company's name correctly? Are you sure? (Nothing is a bigger turnoff than having the employer's name or the company's name misspelled.)
- Did you put your name and address on the letter and on the envelope?
- Did you sign all letters?
- Did you include your telephone number and email in the cover letter?
- Did you have a professional in The Career Center or someone you trust look over your letter to point out any errors in spelling or in grammar?

NOTE: The follow-up to a cover letter is up to you. You are the one who is marketing your services. Do not wait around for the employer to call or write you. It is perfectly acceptable to contact the addressee of your cover letter and ask if he/she has received it. This may also be a good time to try to set up an interview appointment. **Wait 10 days to 2 weeks and then call.**

SAMPLE COVER LETTER FORMAT

Your Present Address
City, State Zip
Date

(4 SPACES)

Person's Name
Title
Company
Address

(2 SPACES)

Dear Mr. (or Ms.) Person's Last Name:

(2 SPACES)

First Paragraph In your initial paragraph, state the reason for the letter, name the specific position or type of work for which you are applying, and indicate from which resource (The Career & Professional Development Center, news media, friend, employment service) you learned of the opening. If ad is in the newspaper, include the date of the ad and the contact person's name.

Middle Paragraph(s) Indicate why you are interested in the position, the company, its products or services. Above all, describe what you can do for the employer. If you are a recent graduate, explain how your academic background makes you a qualified candidate for the position. If you have some practical work experience, illustrate your specific achievements or unique qualifications. You can also cite personal characteristics with ways you could use them on the job. Try not to repeat the same information the reader will find in the resume.

Final Paragraph In the closing paragraph, refer reader to the enclosed resume. (This could also be done in the first paragraph.) Indicate your desire for a personal interview and your flexibility as to the time and place. Repeat your phone number and email in the letter. Finally, close your letter with a statement or questions that will encourage a response. For example, state that you will be in the city where their company is located on a certain date and would like to set up an interview. Or, ask if the company will be recruiting in your area, or if they desire additional information or references.

(2 SPACES)

Sincerely,

(4 SPACES)

(Written Signature)

Your Name

(2 SPACES)

Enclosure

COVER LETTER -- INTERNSHIP

1420 N. Charles Street
Baltimore, MD 21201
March 7, 20xx

Do Something
Internship Coordinator
24-32 Union Square East
Fourth Floor
New York, NY 10003

Dear Internship Coordinator,

As a current junior of Merrick School of Business at the University of Baltimore, I have a strong interest in aspects of non-profit organizations. After I saw the Internship position on Internships.com, I explored the company website and was very impressed by all the various causes promoted by Do Something. For this reason, I would like to be considered for this position for the summer of 20xx.

The enclosed resume describes my educational, work, and personal experience. I am very dedicated to my scholastic work, having maintained a 3.1 GPA throughout college. Through my course work and fund-raising activities, I have developed strong research skills. For example, I worked with a team of students on a Marketing project that required us to research the market plan for Whole Foods Market. In this project as well as in many others, I have learned that I can work in a team environment, while creatively and critically thinking as an individual.

In my volunteer work in Louisiana following Hurricane Katrina, I witnessed the issues of insufficient disaster relief, racism, and poverty in our own country. Following my experience studying and traveling in Thailand, I have become particularly interested in international studies, various cultures, and social justice issues around the world. I believe that the Challenge Internship would provide me with a great opportunity to learn and further my interest in important matters in the world today.

I would appreciate having the opportunity to discuss my qualifications with you and answer any questions you may have. I can be reached at 410-xxx-xxxx or jdoe@ubalt.edu. Thank you very much for your time and consideration, and I look forward to hearing from you soon.

Sincerely,

John Doe

Enclosure

COVER LETTER -- INTERNSHIP

1420 N. Charles Street
Baltimore, MD 21201
February 19, 20XX

Jerry Bruckheimer
Producer
Universal Studios
100 Universal Way
Orlando, FL 10000

Dear Mr. Bruckheimer,

I am a junior at the University of Baltimore majoring in English, and I am interested in becoming a summer intern at Universal Studios. I am very excited and eager to learn more about the process of making a film and having an inside look at how the film industry operates. This internship would serve as a stepping stone toward my goal of attending graduate school for film production and furthering a career in the film industry.

I have used my academic career to further my knowledge of this industry and believe that my academic experience and work history have prepared me well for this position. I have taken Experience of Theatre, which allowed me to become familiar with all facets encompassed in making a theatrical show and cinematic feature. This class enabled me to step into the minds of actors, directors, set designers, critics, and audience members. Throughout the semester we read several plays and screenplays. From this class I was able to analyze the language and message the author wanted to convey and learn ways to approach each script through a production mindset as how each character would be casted, what the set would look like, type of music and how it would add to each scene, and camera angles. During the semester I also had the opportunity to attend different plays and saw firsthand the transition from what I was learning in class to the performance on stage. As a culmination of our studies in Experience of Theatre I was given the opportunity to write a one-act play and direct a fellow classmates' work. Throughout this process I was challenged into stepping into the role of director, producer, and set designer – making decisions that would enhance the storyline. The experience of directing this play is when I truly had the awakening that a career in film production is the path I want to take.

As my resume indicates, I have been involved in numerous activities which have further developed and strengthened my leadership qualities, eagerness to learn, and my desire to serve, all of which I hope to apply to this internship position. Being a Career Peer Educator and serving on the Executive Cabinet for the Black Student Association, I have been in charge of creating, publicizing, and running activities and programs, which have allowed me to hone my leadership skills. I believe that my work in the Dean of Students Office has prepared me for the administrative tasks that the internship requires. Being a recipient of the Magis Scholar Award, which celebrates great leadership on campus coupled with academic achievement, highlights my ability to manage numerous tasks and responsibilities while still achieving academic success.

Please see my attached resume for further information. I can be reached via cell at (443) xxx-xxxx or email at janedoes@ubalt.edu. Thank you for your time and consideration. I look forward to speaking with you about this employment opportunity.

Sincerely,

Jane Doe

Enclosure

COVER LETTER -- FULL-TIME EMPLOYMENT

1420 N. Charles St. Baltimore,
MD. 21201

January 23, 20xx

Human Resources
Oakland Athletics Baseball Company
7000 Coliseum Way
Oakland, CA 94621

To Human Resources Manager:

I am writing to express my interest in the Advertising Assistant position with the Oakland Athletics. In May 20xx, I graduated from the University of Baltimore with a degree in Communication. I have a wide array of past experiences in the sports industry as well as in sales and marketing that I believe have greatly benefited my growth. I believe my knowledge and passion for baseball, as well as my past work and classroom experiences have thoroughly prepared me for such a position with the Athletics.

The position with the Athletics interests me because of the great opportunity to work for a professional sports franchise. The Athletics have had great success over the history of their existence, and the possibility of being a part of this organization is an exciting one. My professional experiences in sales and marketing over the past three years have allowed me to acquire several of the skills necessary for the position. I presently work for Big Fish Promotions, the largest promoter for Dunkin' Donuts in the United States. As an event manager, I am responsible for efficiently managing crews of 4-6 people at a wide range of events, including sporting, concert, and charity events in the promotion of new Dunkin' Donuts products. I am responsible for all facets of the event from supervision and logistics to successfully convey the marketing message.

While at the University of Baltimore, I gained various skills from positions that I have held on campus. As a member of the UB Marketing Association, I was able to lead a creative marketing campaign for the monthly speaker series program. I was allocated a budget to purchase various forms of advertising to market the program. In addition, it was my job to develop with new and innovative ideas to promote the program across campus. My internship with the Baltimore Rockcats also provided me with valuable experience related to the advertising assistant position. Also, I assisted both the marketing department and ticket office with my primary responsibility being in the box office. I developed several skills including leadership, communication, and organizational skills, from talking with clients on a daily basis, searching for potential sponsors for the club, and in the designing of several promotional flyers for the upcoming season. My role was to sell season, group, and individual ticket packages to customers through email requests, postal mail requests, as well as through the Rockcats online ticketing system, Choice Ticketing. I was also required to maintain a database including information of all those who purchased tickets, as well as renewing season tickets and recruiting new customers.

I am extremely excited about the potential of working for the Oakland Athletics and would be happy to follow up with more information if necessary, and would be very willing to discuss my abilities with you at any time. I can be contacted at home at (410) xxx-xxxx and by cell at (410) xxx-xxxx.

Thank you very much for your time and consideration, and I look forward to hearing from you in the near future.

Sincerely,

John F. Doe

Enclosure